

Serial No: 09/757,842  
Art Unit: 3634

Atty. Docket No. 102088-300

### IN THE CLAIMS

Please cancel claims 2, 3, 11, 19 and 21-24 without prejudice. Please amend claims 1, 5, 18, and 31 as shown below. Please add new claims 35-43. A presentation of all of the pending claims with their current status indicated follows.

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1. (Currently Amended) A retail display system comprising:
- a panel assembly extending from a lower end to an upper end and having a front, a back, a left side, a right side, a length, and a width and bearing at least one vertical array of engagement features;
  - a base supporting the panel assembly;
  - a header, proximate the upper end of the panel assembly, and having a width and a height;
  - a plurality of product-holding elements, each engaged to an associated feature of the engagement features to secure such element to the panel assembly, wherein the product holding elements each comprises:
    - a pair of separate, spaced apart brackets, each having an engagement member disposed thereon for engaging an associated feature of the engagement features, and
    - ~~a plurality of pairs of engagement members and an associated tray formed of folded corrugated material for containing associated products, the brackets being disposed on opposing sides of the associated tray, wherein each bracket supports an associated bottom edge of the associated tray.~~

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Currently Amended) The retail display system of claim 1 wherein:
- ~~said pairs of engagement members comprise a pair of~~ the brackets are constructed of
  - ~~molded plastic brackets for supporting the tray.~~

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6. (Cancelled)
7. (Cancelled)
8. (Cancelled).
9. (Cancelled).
10. (Cancelled).
11. (Cancelled)
12. (Cancelled).
13. (Cancelled).
14. (Cancelled).
15. (Cancelled).
16. (Cancelled).
17. (Cancelled).

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18. (Currently Amended) A kit for forming a retail display comprising:  
a panel assembly extending from a lower end to an upper end and having a front, a back, a left side, a right side, a length, and a width and bearing at least one vertical array of engagement features;

a header, ~~which is either~~ unitarily formed with, secured to, or securable to the panel assembly proximate the upper end of the panel assembly; and

a plurality of product-holding elements, securable to and removable from the panel assembly, ~~each having a plurality of pairs of engagement members and an associated tray engageable to an associated feature of the engagement features to secure such element to the panel assembly~~ product-holding element including:

a pair of separated, spaced apart brackets, each having an engagement member disposed thereon for engaging an associated feature of the engagement features, and

a tray for containing products, the brackets being disposed on opposing sides of the tray, wherein each bracket supports an associated bottom edge of the tray.

19. (Cancelled)

20. (Previously Presented) The kit of claim 18 further comprising:  
a folded corrugated cardboard base for assembly to the panel assembly and header for supporting the panel assembly and header above a ground surface.

21. (Cancelled)

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Cancelled).

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26. (Cancelled).

27. (Cancelled).

28. (Cancelled).

29. (Cancelled).

30. (Cancelled).

31. (Currently Amended) A retail display apparatus, comprising:  
a chassis comprising:

a generally rectangular central portion of a folded box construction formed in major part of material selected from the group consisting of boxboard and corrugated plastic and fibrous materials; and

at least left and right plastic frame members secured ~~proximate~~ along left and right ~~sides~~ side edges of the central portion;

a base supporting the chassis above a ground surface; and

a plurality of shelf assemblies having pairs of left and right engagement features for removable securement to left and right engagement features of the chassis.

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32. (Original) The apparatus of claim 31 wherein:  
the base comprises a folded multi wall corrugated structure;  
the chassis engagement features comprise left and right vertical arrays of apertures in a front of the central portion; and  
at least one of the shelf assemblies comprises:

a corrugated tray; and  
left and right molded plastic brackets respectively having the left and right engagement features of the shelf assembly.

33. (Original) The apparatus of claim 32 further comprising a hinged header member secured to the chassis, the header hingeable between a deployed condition wherein a first surface of the header extends upward from the chassis member, substantially coplanar with the front face, and a stowed condition located substantially behind the chassis.

34. (Original) The apparatus of claim 32 further comprising a pair of left and right generally quadrilateral trim panels held by associated forwardly open channels in the left and right frame members, respectively.

35. (New) The retail display system of claim 1, further comprising:  
a tab upwardly extending from each bracket, the tab being received in a slot disposed in the associated bottom edge of the associated tray.

36. (New) The retail display system of claim 1, wherein each engagement feature comprises a flexible tab disposed proximate an aperture formed in the panel assembly, the flexible tab contacts a portion of the engagement member to retain the engagement member within the aperture.

37. (New) The retail display system of claim 36, wherein the flexible tab is defined by cut lines formed in the panel assembly, the cut lines extending from the aperture.

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38. (New) The retail display system of claim 1, further comprising:  
a frame member disposed on each of the left side and the right side of the panel assembly,  
each frame member including a forwardly open channel disposed therein; and  
a trim panel disposed in each of channels.

39. (New) The retail display system of claim 18, further comprising:  
a tab upwardly extending from each bracket, the tab being received in a slot disposed in  
the associated bottom edge of the tray.

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40. (New) The retail display system of claim 18, wherein each engagement feature  
comprises a flexible tab disposed proximate an aperture formed in the panel assembly, the  
flexible tab contacts a portion of the engagement member to retain the engagement member  
within the aperture.

41. (New) The retail display system of claim 40, wherein the flexible tab is defined  
by cut lines formed in the panel assembly, the cut lines extending from the aperture.

42. (New) The retail display system of claim 18, further comprising:  
a frame member disposed on each of the left side and the right side of the panel assembly,  
each frame member including a forwardly open channel disposed therein; and  
a trim panel disposed in each of channels.

43. (New) The retail display apparatus of claim 31, wherein the left plastic frame  
member is disposed between the central portion and a portion of each of the left engagement  
features of the plurality of shelf assemblies, and the right plastic frame member is disposed  
between the central portion and a portion of each of the right engagement features of the plurality  
of shelf assemblies.